AMENDMENTS TO THE CLAIMS:

Please replace the claims with the claims provided in the listing below wherein status, amendments, additions and cancellations are indicated.

1-43.   (Canceled)

44.   (New) A method of analyzing customer behavior to determine a range of action of projected messages presented in a form of advertising, comprising:

providing at least a first range defined as a demarcated region limited by at least an entry and an exit;

contemporaneously counting a total number of individuals entering said first range at least through said entry and an other total number of the individuals leaving said first range at least through said exit;

determining a total number of potential buyers in said first range by calculating a difference between the total number and the other total number of the individuals, said total number of potential buyers being equal to the difference;

presenting the projected messages to the total number of the potential customers while said potential customers are in said first range;

presenting for purchase at least one of a goods and a service to at least a portion of the total number of the potential customers, said advertising of said

projected messages being related to at least a portion of said at least one of the goods and service;

determining a total number of actual buyers of said at least a portion of the at least one of the goods and service represented by the advertising of the projected messages by measuring actual purchases thereof by said potential buyers; and

recording and correlating the total number of potential buyers and the total number actual buyers as a basis for determining the customer behavior in relation to the advertising presented by the projected messages.

45.   (New) A method according to claim 44, further comprising:

providing an other first range at a location apart from said first range;

carrying out the method in said other first range as well as in said first range; and

centrally registering and evaluating the total number of potential buyers and the total number of actual buyers determined in at least said first range and said another first range.

46.   (New)   A method according to claim 44, wherein said step of presenting includes centrally controlling the projected messages.

47.   (New) A method according to claim 44, wherein the projected message is one of a visual message and an audiovisual message.

48.   (New) A method according to claim 44, wherein the projected message is only projected to the potential customers if the total number of potential customers is at least one.

49.   (New) A method according to claim 44, wherein said step of recording and correlating data is via a worldwide link.

50.   (New) A method according to claim 44, further comprising:

providing a second range defined as an other demarcated region having an other entry and an other exit, said exit of said first range and said other entry of said second range defining a connecting passage between said first and second ranges, said step of presenting the projected messages being conducted in said first range and said step of presenting for purchase being conducted in said second range; and

counting, in direct sequence along with the total number of individuals entering said first range through said entry and the other total number of the individuals leaving said first range through said exit, a total number of the individuals leaving said second range at least through said other exit.

51.   (New) A method according to claim 44, wherein said step of presenting the projected messages is conducted in said first range and said step of presenting for purchase is conducted outside of said first range.

52.   (New) An arrangement for analyzing customer behavior to determine a range of action of projected messages presented in a form of advertising, comprising:

at least a first range defined as a demarcated region limited by at least an entry and an exit;

a first sensor for detecting individuals entering said first range through said entry;

a second sensor for detecting the individuals leaving said first range through said exit;

a display for presenting a message to all of the individuals while in said first range;

a register for detecting purchases of a portion of the individuals who have received the message in said first range who purchased at least one of a goods and service presented in said message, said register being located outside of said first range; and

a computer for determining a number of potential customers in said first range by subtracting a total number of the individuals exiting the first range from a

6

total number of the individuals contemporaneously entering said first range detected

respectively by said first sensor and said second sensor, said computer further for

recording and evaluating the number of potential customers and the number of actual

customers, and for controlling said unit.

53.   (New) An arrangement according to claim 52, further comprising:

a second range defined as an other demarcated region limited by at least an

other entry and an other exit, said second range being communicative with said first

range via a passage connecting the exit of the first range with the other entry of the

second range, the second sensor detecting at least the individuals passing through

said passage at least from said first passage to said second passage; and

a third sensor for detecting the individuals leaving said second range through

said other exit, the display being disposed in said first range and the at least one of

the goods and service being presented in said second range, said register being

disposed in the second range.

54.   (New) An arrangement according to claim 53, wherein said register

is an electronic cash register and said third sensor at the other exit is coupled thereto.

55.   (New) An arrangement according to claim 52, wherein said computer

includes an image storage for the display.

56.   (New) An arrangement according to claim 52 in combination with at least one other same arrangement located in a different territory, said combination further comprising a central detection and evaluation unit cross-linked to said computer and an other computer of said at least one other same arrangement.

57.   (New) An arrangement according to claim 52, wherein said display includes a fiber optical display.

58.   (New) A method of analyzing customer behavior to determine a range of action of projected messages presented in a form of advertising, comprising:

providing a first range and a second range interconnected thereto by a passage through which individuals can pass at least from said first range to said second range, said first range including an entry through which the individuals at least can enter said first range and said second range including an exit through which the individuals can at least leave said second range;

contemporaneously counting a total number of individuals entering said first range at least through said entry and an other total number of the individuals passing form said first range to said second range through said passage;

determining a total number of potential buyers in said first range by calculating a difference between the total number and the other total number of the individuals, said total number of potential buyers being equal to the difference;

presenting the projected messages to the total number of the potential customers while said potential customers are in said first range;

presenting for purchase at least one of a goods and a service to at least a portion of the potential customers while in said second range, said advertising of said projected messages being related to at least a portion of said at least one of the goods and service;

determining a total number of actual buyers of said at least a portion of the at least one of the goods and service represented by the advertising of the projected messages by measuring actual purchases thereof by said potential buyers; and

recording and correlating the total number of potential buyers and the total number actual buyers as a basis for determining the customer behavior in relation to the advertising presented by the projected messages.